



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD  
185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. II, No. 5, February 1974

## FALL SHOE TIPS: COMFORT & TROMPE-L'OEIL

Early impressions at the New York Shoe Show point to unabashed consumerism ... crepe soles -- on dress shoes, too -- and double soles, for walking on air without pavement stone bruises.

Elasticized shirring -- probably the best looking comfort quotient yet devised -- for back slings (Dori) ... around throat and sides for glove-like fit on closed pumps (Golo).

Square toes in the ascendancy, but modified pointy ones, too ... seamless (opera pump) construction in unexpected places: on suede pumps with gracefully arched plunging throat -- on "hooded" wedgies that thus become unobvious.

Color trompe-l'oeil: second colors wall toes and sides to minimize foot, then arch in a big sweep to encompass sides and portion of heels to render them utterly graceful. Mid-heels important, T-straps trending since their European revival. Chanel shoes, and derivatives, everywhere.

## MASTERPIECES OF TAPESTRY EXHIBIT AT METROPOLITAN MUSEUM FEB. 8

Direct from the Grand Palais in Paris ... jointly organized by the Metropolitan Museum of Art in New York and the National Museums of France including the Louvre ... one of the most important exhibitions ever assembled of Medieval tapestries from the 14th to the 16th Centuries ... 97 great tapestries on loan from museums and private collections all over Europe and North America ... including world famous hangings from the Cathedral of Rouen and the Hermitage in Leningrad. Exhibition is located in the North Wing, second floor, and will continue through April 21.

## NEW YORK SUMMER RTW OPENINGS: PART I

The first wave of summer openings held before FI went to press nonetheless established some definite trends ...

LOOSE PANTS & EVENING PAJAMAS: only the lack of mobility induced by the gasoline shortage, resulting in evenings at home or with neighboring friends, could account for so many leg-encasing styles for hot weather wear. It's phase A of at-home wear (for phase B see "Loungewear" on Page 3). And even movie houses may offer less frigid air conditioning.

FABRICS GO BACK TO BASICS: voiles are opaque and printed (Bill and Hazel Haire for Friedrichs Sport), paisley patterned (Gayle Kirkpatrick in his first collection for Tudor Square) -- but see-through transparent (over matching bras) Beene Bag) ... glossy wet looks: ciré in black, which also bands black evening voiles, (Beene Bag), in brights (Friedrichs Sport) ... glazed chintz in brown, beige, etc. (Blassport), quilted (Kirkpatrick) ... cool, crisp 100 per cent cottons, tightly woven like unglazed chintz and resistant to wrinkling (Design Thai, Kirkpatrick) ... batiste, too.

Newest stripes are PILLOW TICKING (Beene Bag), and newest animal prints are engaging, amusing and bemused TOY ANIMALS from Thailand, most with matching Chanel chain handbags or totes (Design Thai).

## COMING UP IN FI

- ... Summer Showings in N.Y. - Part II
- ... Menswear Collections in Dallas
- ... Rome and Paris Couture
- ... Report on Notions
- ... New York Boutiques
- ... Zurich Boutiques



## INTERNATIONAL FLAVOR INVADES VIENNA

Vienna, the city of 3/4 time music, culture and good living has also improved its fashion image in the past few years. Before, native knits and leather goods were the main attractions. Now, boutiques that carry mainly imports from England and the Continent have sprung up like mushrooms. Most are located off the chief shopping street (the Kaerntnerstrasse), but the Austrian capital's famed Inner City is not very large, and with map in hand they are not too difficult to find.

TRIXI BECKER, Weihburggasse 4, Tel: 52-17-19. Sophisticated sportswear, day and evening dresses, coats and sweaters; accessories. Off-the-peg and made to order. No labels except Trixi's own, but the fine Italian hand is evident in most of the apparel. Prices expensive.

CITY CENTER, Bauernmarkt corner Freisingergasse, Tel: 63-94-55. Billed as "Clothing for Him and Her," which includes children's wear and accessories. Featured names ... Lee Cooper, Wrangler jeans, Le Comte, Pierre D'Alby, Sterling Cooper. Prices moderate.

ETOILE, Lugeck 3, Tel: 52-62-70. For the elegant young contemporary ... coats, suits, knit and sportswear, blouses and accessories ... from Italy, France and Switzerland ... off-the-peg and made to order. Prices expensive.

MISS LONDON, Bauernmarkt 2, Tel: 63-64-12. For the trendy young junior ... blouses, sweaters, dresses, hose and accessories (but no handbags) from Italy, Germany, England and France, to wit: Jeff Banks, Dorothee Bis, Le Comte, Franck Olivier, Miss Ferraud. Prices moderate to expensive.

MAP, Bognergasse 2, Tel: 63-63-09. Branches: Kaerntnerstrasse 12 ... Kupferschiedgasse 2, Tel: 52-44-47 ... Mariahilferstrasse 88 A, Tel: 93-22-10. Advertises itself as an international boutique, and is, with a wide range of apparel and accessories for both men and women, all very carefully selected from such as Cacharel, Franck Olivier, Daniel Hechter, Claude Barthelemy, Pierre D'Alby, Arevell (trousers) and

Miura Leathers. The men's shop carries Harry Lans, Condotti, Ted Lapidus, Marco Polo and some unusual jacquard sweaters from France, Moons by Judit Ulman. Prices moderate to expensive.

NEW MAN'S SHOP, corner Bauernmarkt and Goldschmiedgasse, Tel: 63-52-08. Now three years old and geared toward the younger customer ... clothing and haberdashery from Italy and France. Prices expensive.

SWEETY SET SHOP, Freisingergasse 1, at Petersplatz, Tel: 63-90-502. Not as bad as the name would suggest. Imported sweaters, shirts, skirts, trousers, leather, jewelry ... Levis, Jeff Banks, Le Comte, among others. Prices moderate.

TOP SHOP, Weihburggasse 7, Tel: 52-53-65. Bags, belts, jewelry and a full range of RTW for the younger customer ... lots of Cacharel! Prices moderate.

S. UNGAR, Spielgelgasse 2, Tel: 52-87-81. For men only -- small, selective and expensive ... ties from Italy and France (Givenchy, Lanvin), handkerchiefs, accessories and shirts in imported fabrics, off-the-peg or made to order.

## FUTURE FASHION DATES

Feb. 9-12...Paris - Menswear; Knits; Children's  
Feb. 11-15...Israel - Tel-Aviv Fashion Week  
Feb. 12-14...Las Vegas - Nat'l Notions Show  
Feb. 15-18...Florence - Menswear; Accessories  
Feb. 17-19...Copenhagen - Menswear  
Feb. 22-24...Cologne - Menswear  
Feb. 26-28...N.Y. - Fashions from Israel  
March 2-7...Offenbach - Leather Goods Fair  
March 3-6...N.Y. - European Fashion Fair  
March 3-8...Hong Kong - Ready-to-Wear Festival  
March 10-12...Chicago - National Shoe Show  
March 10-13...Duesseldorf - IGEDO Fashion Fair  
March 15-17...Cologne - Children's Fashions  
March 15-21...Las Vegas - Ski Show  
March 17-20...Copenhagen - Fashion Week  
March 20-24...Milan - Ready-to-Wear  
March 24-28...Florence - Ready-to-Wear  
March 24-28...Munich - Fashion Fair  
March 30-Apr. 5...Paris - Pret-a-Porter  
March 30-Apr. 2...Chicago - Early Fall  
March 30-Apr. 5...Dallas - Early Fall  
April 3-6...London - Int'l Fashion Fair  
Apr. 20-23...Los Angeles - Early Fall  
May 25-31...Dallas - Fall Ready-to-Wear



## RANDOM HANDBAG GLEANINGS FOR SUMMER

JUDITH LEIBER, 14 E. 32nd St., 683-6684.

Off-white, 3-dimensional monotone Art Deco -- multi-geometrics in a profusion of patterns and textures: smooth, pleated, cobra, lizard and miniature sou-tache-like stitched quilting ... also 3-D quilting in Art Deco design on white capeskins and satiny calf ... same idea done in metallic versions for evening. All on both front and back of horizontal envelope clutches in several sizes -- equipped with wrist straps or shoulder length snake chains. Notable for exquisite workmanship and unusual, handsome closures that are extra secure because they are not obvious. Prices expensive.

MORRIS MOSKOWITZ, 1 E. 33rd St., OR 9-3340

Reptile in a patchwork clutch, and in a diagonal multi-pattern stripe with double handle, is eye-catching. Crushed goatskin, quilted lambskin texture, smooth multicolor with kidskin webbing and handscreened lizard, whip snake and snakeskin prints on calf offer new variety. The clutch here is newest when it can convert also to shoulder chain or has double gold handles which press flat when not in use. Most bag manufacturers now add belts and other accessories, but MM has added a comprehensive line of fashion belts for men! Prices moderate to better.

REVA UMBRELLAS & HANDBAGS, 389 Fifth Ave., 685-9128. Here the quilting comes straight or in shell pattern, and natural caning turns up in hobo bags. She continues her successful shapes: flat shoulder bags, triple bags on one shoulder strap, open and closed shopping bags and totes that fold up to become a flat clutch. Prices under \$40 retail.

## "HOW TO HANDLE CLAIMS AND RETURNS"

This troublesome problem currently besetting the soft goods distribution industry gets some timely help from a new book of that name. Written by Irwin R. Kissel and Ann Kissel Grun, and subtitled "A Manual for Manufacturers and Retailers," it can be a useful tool, especially for the small firm, cutting down needless losses. (McGraw-Hill, \$12.95.)

## THE TWO FACES OF INTIMATE APPAREL

Bodywear gets smoother, what with all the clingy, slinky fabrics in RTW ... and Loungewear looks fit not only to-go-out-in, but, more importantly now, to stay home and entertain in, as possible gasoline rationing and other energy shortages point toward staying home more. Hence informal at-home wear is a growing category at all lingerie houses for Spring and Summer.

S-T-R-E-T-C-H is the common denominator for body-smoothness, and seamless construction its handmaiden: BRAS, even strapless ones, are seam-free, often see-through sheer, in stretch fabric (or molded) to firm the bosom -- ditto for the many new pull-on stretch tricot camisoles (Vassarette, others) ... big demand for plunge and convertible strap models (Formfit Rogers). The great quantity of lace-lavished SLIPS and half-slips shown again can only affirm that dresses are indeed back in fashion, and at least one house shows slips below the knee (Vanity Fair) ... stretch tops with cling-free skirts are the newest, the tops also seam-free for smoothness (Vanity Fair). STRETCH LACE waistbands on girdles do away with bulges, and beaded stretch lace overstraps hide the buckle and elastic on bra straps (Olga).

SLEEPWEAR: sleep floats -- from thin shoulder straps (Donald Brooks for Maidenform), with stunning pleats at the back (Olga) ... strapless and one-shoulder (Brooks) ... smashing contrast-bound shifts and pajamas with huge exclamation point in second color appliqued on top (Formfit Rogers) ... Lycra stretch bodice with Antron III non-cling long skirt, and stretch lace top trim that gives ease of wear and lets wearer step in, instead of going over the head.

ROBES, AT-HOME WEAR: the gamut, from wrap robes that stay securely wrapped, with ombre crystal-pleated sleeves (Vanity Fair), to long flounced off-the-shoulder tent chemises (Clovis Ruffin for Keyloun) ... and stretch seen yet again in tasteful at-homes: knitted "Pop-Ins," long and short prints with tiny shoulder-edge sleeve puffs, big patch pockets and shirred elastic mid-riffs, necklines also elasticized for alternate off-shoulder wear (Van Raalte) -- and nylon-Lycra stretch bands at neck, waist and cuffs of long loungers (Olga).



## COPING IN LONDON ... ON THE DARK SIDE

Believe what you read in the papers -- London in January was gray and rainy, its shops fully lighted only a few hours a day. The rest of the time, paraffin lamps and candles shed just enough light to keep you from breaking your neck. FI investigated an interesting shop and exhibit.

BEATRICE BELLINI HANDKNITS, 11 West Halkin St., Tel: 235-3027. The Dowager Marchioness of Reading opened it as a Women's Home Couture in 1947, to give postwar employment to a handful of cottage knitters. Today they number almost 3,000. In 1953 Mrs. Bellini joined as designer and business manager, ultimately becoming the owner, and when Lady Reading died, in 1972, the name was changed to its present one. 75 per cent of the merchandise is still hand knitted, the knitting often so delicate and the patterns so intricate, it seems unbelievable that human hands could have fashioned it.

The shop's motto is "if it can be knit, we have it." What can't be bought off-the-peg is made to order, and the range is dazzling: apparel for women, children and infants, sweaters for men ... accessories, afghans, bedspreads. Most of the knitting is in wool, but blends of cotton/acrylic and Terelyne/cotton yarns are increasingly used. There is also a choice selection of antique handbag frames, beaded necklaces and bracelets. Sizes 8 to 14 and S,M,L. Prices moderate to expensive.

MARY QUANT EXHIBITION, London Museum, Kensington Palace. A retrospective of her revolutionary designs which enlivened the fashion world since she and her husband Alexander Plunket-Greene opened their first shop in King's Road back in 1955 (in 1961 they went wholesale). Her fresh ideas in colorful clothes at prices all could afford were created for the young postwar generation of which

she herself was a member. Seen in the museum against a background of London in those decades one finds some of the designs audacious, some frivolous and others just as right today as when they made their first appearance. The exhibition will run until June 30.

## TASSELL FOR NORELL; -- AND STAVROPOULOS

Common denominators in these collections shown in late January were: unwaisted evening clothes ... evening pants and dinner pajamas with redingoted overskirts.

GUSTAVE TASSELL'S Spring collection was GOOD NORELL! Everything in two colors, the day coat reversible, the evening gown with a contrasting jerkin -- for daytime, Emme's huge straw mushroom hats carried the second color on their underbrims -- for evening, David Evins' Chanel pumps matched with contrasting toe and heel, smashing in white with red. Real suits returned, with either Eton or hip length jackets, their blouses in white bridal satin with enormous pussycat bows which appeared throughout the collection. All day dresses were belted. Other Norellisms: narrow capes, button down coats, white coats and the prevailing red, dark navy or black colors. Belted suits in minichecks sported gored round skirts.

STAVROPOULOS planned his collection for Spring and Summer. He leaned to skimmers manipulated with intricate torso yoking and draping ... or else wrap and tie waist sashes ... everything with convenient back zippers. For evening, he is of course the chiffon king, and scarf drapes literally float from shoulders to permit a multitude of looks. His best: a flounced chiffon capelet that can top the bare back, or fall in two soft cascades at either side of the V-neck in front. His many vermicelli-thin shoulder straps, and many plain, high necks, are backdrops for precious jewelry.

---

## FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Editor: Ruth Finley, FASHION CALENDAR

Correspondents: Janet Lazarus, Freelance Fashion Consultant, London  
Lee Slaughter, Freelance Fashion Consultant, New York  
Sylvia Cox, Resident Buyer, Florence

Six months subscription \$25

One year subscription \$39